

**ABSTRACT OF THE DISCLOSURE**

A system and method that provides data messages to a passive device. A passive device, for example watch, is registered together with the telephone number of a cellular telephone of a subscriber to the data message service. Since the cellular telephone periodically transmits a beacon signal, the wireless network knows its cell location. Accordingly, the system determines the cell location of the cellular telephone and establishes a communication of the subscribed data to the watch via the local cellular provider for the same cell location as that of the subscriber's cellular telephone.